



STATE OF MICHIGAN  
DEPARTMENT OF COMMUNITY HEALTH  
LANSING

RICK SNYDER  
GOVERNOR

JAMES K. HAVEMAN  
DIRECTOR

October 28, 2013

Dear Michigan Colleges and Universities:

Influenza vaccination is the single best way to prevent influenza infection. The onset and severity of each influenza season is unpredictable. Because of this, it is important to get vaccinated against influenza as early as possible each year before being exposed to the flu virus. The Centers for Disease Control and Prevention (CDC) recommends annual flu vaccination for everyone aged six months and older.

College students have unique risk factors that make them more susceptible to influenza infection, including frequent close contact in dormitories and classrooms. Influenza can be especially detrimental for this young adult population. Students cannot afford to miss class because of the flu. The Michigan Department of Community Health (MDCH) encourages college and university health centers to assess the vaccine needs of their student population and strongly recommends flu vaccination.

This flu season, there are ample supplies of flu vaccine available in multiple formulations. Flu vaccines can be injectable or intranasal (nasal spray). For the first time, this flu season will offer vaccines that contain four influenza strains, or quadrivalent, as well as the traditional three-strain, or trivalent, vaccines. There are also more vaccine options for egg-allergic adults. According to data from the Michigan Care Improvement Registry, flu coverage levels for adults aged 18-24 years during the 2012-13 flu season were only 9%. With all the different vaccines available, there is no reason why we cannot improve coverage in this population.

MDCH encourages all Michigan colleges and universities to support flu vaccination efforts. Begin now; the flu season has already begun! To assist in your efforts to promote flu vaccination to students, MDCH is providing you with this **toolkit** which includes strategies to increase your flu vaccine rates, key messages, sample e-mail and social media templates, and additional resources including posters. MDCH will also be mailing posters to residence halls and university health centers that we have contact information for.

In partnership with your local health department, MDCH can support your school and student health staff with outbreak investigations. Please utilize this **toolkit** to help your institution increase its flu vaccination coverage among the student population and prevent flu outbreaks from occurring this school year. To view the [toolkit](#) online, visit [www.michigan.gov/flu](http://www.michigan.gov/flu).

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew M. Davis".

Matthew M. Davis, M.D., M.A.P.P.  
Chief Medical Executive